

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION

CAMDEN, NEW JERSEY



November 12, 1945

Mr. Louis Bloch, Jr.
The Intercollegiate Broadcasting System
507 Fifth Avenue
New York, New York

Mac
Dear Louis:

In Mr. Williams absence from the office, he has asked me to write you that we do not plan to renew our IBS contract for the 1946 period.

We regret very much being unable to continue our work with the IBS stations, but the reallocation of our budget for the coming year makes this step mandatory. You will be glad to know, however, that we are working on a plan whereby all IBS stations will be permitted to retain both their popular and classical record libraries as a part of their stations set-up. However, this plan is not yet definite, but we have every hope that it will be approved.

I discussed with Mr. Williams your suggestions concerning a possible poll among IBS students to determine which records were the most popular each week, but our impression was that this parallels too much with the weekly Variety and Billboard reports to be worth the additional work. Since our contract with the Intercollegiate Broadcasting System bears a 30-day cancellation clause, I believe this letter will afford you ample time to notify all stations that our contract will not be renewed and all 1945 commitments must be used up by December 31 of this year.

You know how much I have enjoyed working with you and it is with a great deal of regret that RCA Victor finds it is unable to carry on this promotion during the coming year.

With best wishes.

Cordially yours,

Dick

RICHARD A. MOHR
Advertising Department
Record Division

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